

WXIX

**ORDER**

Flight Dates 10/19/12-10/29/12

Contract / Revision 837966 /

Original Date / Revision  
10/18/12 10/18/12

Advertiser Ohio House Republican Org

Agency Midwest Communications &amp;

Buying Contact

49 S. Grant Avenue  
Columbus, OH 43215

Product

Agency Com 15%

Billing Contact

49 S. Grant Avenue  
Columbus, OH 43215

Sales Office WXIX

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # HD 28 TV Buy

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

Advertiser Ref

Primary Account Executive  
Amy Goetz

Account Executive	Order%	Start Date	End Date
Amy Goetz	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	38	\$9,860.00	\$11,600.00	63.60	10/01/12	10/26/12	38	\$9,860.00	\$11,600.00
Totals	38	\$9,860.00	\$11,600.00	63.60					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXIX	10/19/12	10/28/12	News @ 6a News @ 6am	Comm	6a-7a	MTWTF--	:30	1	\$600.00	P 1	3.40	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1				\$600.00		3.40			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$600.00		3.40			
N 2	WXIX	10/19/12	10/28/12	News @ 7a News @ 7am	Comm	7a-9a	MTWTF--	:30	1	\$600.00	P 1	4.20	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1				\$600.00		4.20			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$600.00		4.20			
N 3	WXIX	10/19/12	10/28/12	M-F 10A-4P M-F 10A-4P	Comm	M-F 10A-4P	MTWTF--	:30	15	\$100.00	P 3	1.00	NM	18	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



Contract / Revision      **837966**      Flight Dates **10/19/12-10/29/12**

Hiatus Dates

Original Date / Revision   10/18/12/   10/18/12

Order Sep   00:15:00

Advertiser   **Ohio House Republican Or**   Product

Estimate #   **HD 28 TV Buy**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXIX	10/19/12	10/28/12	M-F 10A-4P M-F 10A-4P	Comm	M-F 10A-4P	MTWTF--	:30	15	\$100.00	P 3	1.00	NM	18	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					3	\$100.00		1.00			
Week:		10/22/12	10/28/12	MTWTF--					15	\$100.00		1.00			
N 4	WXIX	10/19/12	10/28/12	30 Rock 1130P M-F 30 Rock 1130P	Comm	1130P-12A	MTWTF--	:30	1	\$350.00	P 3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$350.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$350.00		0.00			
N 5	WXIX	10/19/12	10/28/12	Jeopardy 6P STARTS 9/17/12	Comm	6-630P	MTWTF--	:30	1	\$250.00	P 5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$250.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					1	\$250.00		0.00			
Totals														38	\$11,600.00